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EDUCATIONAL MEDIA RESEARCH ABSTRACTING PROJECT. FINAL REPORT.

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THIS PROJECT PROVIDED ABSTRACTING COVERAGE OF 33 FINAL REPORTS OF U.S. OFFICE OF EDUCATION FINANCED RESEARCH PROJECTS IN EDUCATIONAL MEDIA. AN ABSTRACTOR, DR. WILLIAM ALLEN, WAS HIRED TO EVALUATE AND EDIT OR REWRITE ABSTRACTS SUBMITTED BY RESEARCHERS, AND TO PREPARE ABSTRACTS IF NECESSARY. TWO ANALYTICAL REVIEWS ON SELECTED AREAS OF MEDIA RESEARCH WERE PREPARED, APPRISING READERS OF PREVIOUS RESEARCH ON THE TOPIC, RELATING THE CURRENT RESEARCH TO PRIOR STUDIES, AND GENERALLY TRANSLATING THE RESULTS OF THIS RESEARCH INTO TERMS MEANINGFUL FOR ACTION PROGRAMS THROUGHOUT THE COUNTRY. THE REVIEWS PREPARED WERE--"THE FIRST GENERATION OF COMPUTER-ASSISTED INSTRUCTIONAL SYSTEMS--AN EVALUATIVE REVIEW," BY J. RONALD GENTILE, AND "ARCHITECTURAL RESEARCH AND THE PHYSICAL ENVIRONMENT FOR EDUCATIONAL MEDIA," BY ALAN C. GREEN. THE PAPER BY J. RONALD GENTILE WAS PUBLISHED IN THE SPRING 1967 ISSUE OF "AUDIOVISUAL COMMUNICATION REVIEW." THE RESEARCH ABSTRACTS AND THE ANALYTICAL REVIEW BY ALAN C. GREEN ARE SCHEDULED FOR PUBLICATION IN THE FALL AND WINTER 1967 ISSUES OF "AUDIOVISUAL COMMUNICATION REVIEW." (MS)

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U.S. DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE

Office of Education
Bureau of Research

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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EDUCATIONAL MEDIA RESEARCH ABSTRACTING PROJECT

Project No. 6-8424
Contract No. OEC-2-6-068424-0594

Anna L. Hyer

May 1967

The research reported herein was performed pursuant to a contract with the Office of Education, U. S. Department of Health, Education, and Welfare. Contractors undertaking such projects under Government sponsorship are encouraged to express freely their professional judgment in the conduct of the project. Points of view or opinions stated do not, therefore, necessarily represent official Office of Education position or policy.

National Education Association

Washington, D. C.

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INTRODUCTION

If the full benefits from educational media research in terms of improved educational practice are to be realized and if this research is to have a desirable effect on future research, it is imperative that the results of research studies be widely and systematically disseminated. The Educational Media Research Abstracting Project, herein reported, was designed to make possible the continuation of the research abstracting work which had been going on since January 3, 1961. It was important that the Abstracting Project be continued to serve as an interim activity between the procedures then current and the time when the ERIC Project would become functional.

The purpose of this project was to prepare abstracts on U. S. Office of Education funded research with media orientation, as studies were completed, following a uniform style and maintaining a high level of reliability, and two reviews or syntheses of groups of completed research projects pointing up their significance and relating them to prior research.

The objectives of this project were:

1. To provide abstracting coverage of final reports of every NDEA, Title VII, Part A, research project; selected NDEA, Title VII, Part B, contracts; Cooperative Research projects dealing with educational media; and NDEA, Title VI, projects having to do with educational media; such abstracts to follow the bibliographic form set up in a prior abstracting project.

2. To evaluate the abstracts submitted by researchers and edit or rewrite, as necessary; in the absence of submitted abstracts, to prepare same (approximately 600 words each).

3. To prepare analytical reviews on selected areas of media research (related to NDEA, Title VII, Part A, research) which will apprise readers of research previously conducted on the topic, relate the current research to prior studies and, in general, translate the results of the reported research into terms which will have meaning for action programs throughout the country.

4. To print the abstracts and analytical reviews in AV COMMUNICATION REVIEW.

METHOD

The contractor maintained liaison with officers in the U. S. Office of Education to whom were being submitted final USOE funded

research reports from NDEA, Titles VI and VII, and Cooperative Research funds. Copies of the final reports were obtained of those research projects having to do with media or media related topics. Most of the reports were obtained from the USOE, but some were secured from the researchers and a few had to be studied in one of the deposit libraries. A copy of the final report and, if obtainable, an abstract were forwarded to the abstractor.

The contractor hired the services of an abstractor, Dr. William Allen of the University of Southern California, paying him a per-abstract fee of $25. His duties were (a) to study the completed research reports and, when available, the abstracts supplied by the researcher; and (b) to edit or rewrite the abstracts supplied or to prepare an abstract if none could be secured.

The abstracts prepared by the abstractor were submitted to the researcher(s) for review and to the U.S. Office of Education after a professional editor had made a final editorial check and added project numbers and other pertinent information.

The contractor was authorized to select and, at $300 each, commission two research analysts to prepare analytical essays on selected areas of media research which would apprise readers of research previously conducted, relate the current research to prior studies, and translate the results into terms which would be meaningful for educational practitioners in terms of improved educational practice. The analytical reviews were read by a professional editor, submitted to the author for review, typed, and duplicated. Copies were submitted to the Editor of AV COMMUNICATION REVIEW for consideration for publication.

RESULTS

Reliable research abstracts following a uniform style were prepared by William Allen on 33 media related USOE funded research projects submitted to the contractor between March 1, 1966, and August 31, 1966. These are scheduled for publication in a coming issue of AV COMMUNICATION REVIEW.

Two analytical research reviews were prepared:

1. Gentile, J. Ronald. "The First Generation of Computer-Assisted Instructional Systems: An Evaluative Review," AV COMMUNICATION REVIEW, Vol. 15, No. 1, Spring 1967. p. 23-53.

2. Green, Alan C. "Architectural Research and the Physical Environment for Educational Media" (scheduled for publication).

DISCUSSION

The contract provided funds for the abstracting of 60 research studies; however, only 33 final reports were provided for abstracting during the period of the contract. Under a previous contract following similar procedures and using the same abstractor, 276 abstracts had been prepared, thus giving a total of 309 research reports covered by the series of abstracting contracts. All the abstracts, expect 35, have been published in AV COMMUNICATION REVIEW as indicated below. The last 35 will be carried in installments in the Fall and Winter 1967 issues of AV COMMUNICATION REVIEW.

Installment	No. of Abstracts	Issue
1	16	Vol. 9, No. 4, July-Aug., 1961
2	10	Vol. 9, No. 6, Nov.-Dec., 1961
3	10	Vol. 10, No. 1, Jan.-Feb., 1962
4	12	Vol. 10, No. 3, May-June, 1962
5	19	Vol. 10, No. 6, Nov.-Dec., 1962
6	34	Vol. 11, No. 5, Sept.-Oct., 1963
7	21	Vol. 12, No. 1, Spring 1964
8	25	Vol. 12, No. 2, Summer 1964
9	21	Vol. 12, No. 4, Winter 1964
10	24	Vol. 13, No. 1, Spring 1965
11	21	Vol. 13, No. 2, Summer 1965
12	22	Vol. 13, No. 3, Fall 1965
13	20	Vol. 13, No. 4, Winter 1965
14	19	Vol. 14, No. 2, Summer 1966

At the time this project was funded, it was expected that the ERIC Clearinghouse would be completely operational by the closing date of the contract--August 31, 1966. Due to delays, this prediction did not hold and there is a gap in the dissemination of information concerning media research.

The two research reviews provided under this contract were preceded by five under a previous contract. All but the last review have been printed in AV COMMUNICATION REVIEW as indicated:

1. Seibert, Warren F., and Snow, Richard E. "Cine-Psychometry," AV COMMUNICATION REVIEW. Vol. 13, No. 2, Summer 1965. p. 140-158.

2. Gerlach, Vernon. "The Professional Education of the Media Specialist," AV COMMUNICATION REVIEW. Vol. 14, No. 2, Summer 1966. p. 185-201.

3. Wedberg, Desmond. "New Media Research in Teacher Education" (excerpted from "Teacher Education and the New Media," monograph by Gerald S. Lesser and Herbert Schueler), AV COMMUNICATION REVIEW. Vol. 14, No. 3, Fall 1966. p. 318-361.

4. Norberg, Kenneth. "Visual Perception Theory and Instructional Communications," AV COMMUNICATION REVIEW. Vol. 14, No. 3, Fall 1966. p. 301-317.

5. Meierhenry, Wesley C. "Innovation, Education and Media," AV COMMUNICATION REVIEW. Vol. 14, No. 4, Winter 1966. p. 451-465.

6. Gentile, J. Ronald. "The First Generation of Computer-Assisted Instructional Systems: An Evaluative Review," AV COMMUNICATION REVIEW. Vol. 15, No. 1, Spring 1967. p. 23-53.

7. Green, Alan C. "Architectural Research and the Physical Environment for Educational Media" (scheduled for publication).

CONCLUSIONS

The completed research reports are available to and studied by only a limited number of specialized scholars. A very limited number of the reports of research and related activities are required to be submitted to the Office of Education upon completion of studies. There was, therefore, a critical need for preparation and dissemination on a much wider scale of abstracts and related contracts following uniform style and maintaining a high level of reliability. The on-going research service was, therefore, required until ERIC would be able to assimilate the research reports in the media area. The Abstracting Project also facilitated the work of ERIC in introducing the media research into its system.

The research reviews or syntheses point up the significance of research and help relate current research to prior research. This function is particularly helpful to the non-researcher in the educational community who is interested in research in terms of improved educational practice.

Publishing the abstracts and research reviews in AV COMMUNICATION REVIEW reaches an important bloc of media researchers and educational leaders in the non-research community. The journal reaches approximately 7,000 individuals, many of which are librarians, thereby reaching a wide readership. According to an NDEA study conducted by Dr. Charles Hoban entitled, "Survey of Professional Journals in the Field of Public Communication, Including New Media in Education": "AVCR is one of the very few scholarly or research journals that people in the field dealing with media use and teacher education actually subscribe to and read regularly."

SUMMARY

Under this contract, 33 completed research studies with media orientation funded by the U.S. Office of Education and completed between March 1, 1966 and August 31, 1966 were abstracted following a uniform style and maintaining a high level of reliability.

Two analytical research reviews were prepared: "The First Generation of Computer-Assisted Instructional Systems: An Evaluative Review" by J. Ronald Gentile; and "Architectural Research and the Physical Environment for Educational Media" by Alan C. Green.

The review by J. Ronald Gentile was published in the Spring 1967 issue of AV COMMUNICATION REVIEW. The 33 abstracts and the review by Alan C. Green will be published in the Fall and Winter 1967 issues of AV COMMUNICATION REVIEW.